



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Strategi Peningkatan Tamu Walk-In pada Kitchen Yard
melalui Penerapan Marketing Mix dalam
Hotel Mercure Tangerang BSD City**

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**PROGRAM STUDI S1 PARIWISATA
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



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FINAL PROJECT

Project Improvement

**Strategy to Increase Walk-In Guests at the Kitchen Yard
through the Implementation of Marketing Mix in the
Mercure Tangerang BSD City Hotel**

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**UNDERGRADUATE OF TOURISM PROGRAM
HOSPITALITY BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**